

National Network of Libraries of Medicine

Outreach Evaluation Resource Center

Quarterly Report

May 1, 2008 – July 31, 2008

University of Washington

Date submitted: September 16, 2008

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Executive summary

This quarter began with the flurry of Medical Library Association activities. Catching their breath after an intensely busy spring, OERC staff completed the NN/LM baseline preparedness assessment and report, worked with the NNO to develop and begin administration of a questionnaire to support the regional site visits that began in June, conducted course development and web site updates, and had the ***Planning and Evaluating Health Information Outreach*** series of booklets reprinted. RML staff, NNO, and MLA continued to seek evaluation assistance from the OERC staff, who provided 28 consultations on various projects this quarter, while also providing training sessions (albeit fewer than last quarter).

Classes and consultations

TABLE 1. Classes and consultations

Date	Responsible staff (last name)	Class/consultation topic	Location (city, state) of class or last name of consult recipient
5/6/2008	Olney	Training: Clever evaluation	Sue Hunter, MAR, New York, NY
5/8/2008	Barnes	Training: Community Assessment	PNR&SALIS, Seattle, WA
5/16/2008	Barnes	Training: Measuring Your Impact	Debra Cavanaugh, MLA, Chicago, IL
5/16/2008	Olney	Consult: RML evaluation	Betsy Kelly, MCR, Salt Lake City, UT
5/16/2008	Olney	Consult: Emer Prep baseline assessment presentation at Directors' meeting	Angela Ruffin, NNO, Bethesda, MD
5/18/2008	Barnes, Olney	Consult: MYI discussion	MYI instructors, NNO, Bethesda, MD
5/20/2008	Olney	Consult: RML site visit	Angela Ruffin, NNO, Bethesda, MD
6/6/2008	Olney	Consult: RML site visit	Angela Ruffin, NNO, Bethesda, MD
6/9/2008	Olney	Consult: RML site visit	Angela Ruffin, NNO, Bethesda, MD
6/9/2008	Olney	Consult: RML site visit	Angela Ruffin, NNO, Bethesda, MD
6/11/2008	Olney	Consult: RML site visit	Angela Ruffin, NNO, Bethesda, MD
6/12/2008	Olney	Consult: MLA health literacy project	Sabrina Kurtz-Rossi, MLA, Boston, MA
6/12/2008	Olney	Consult: MLA health literacy project	Sabrina Kurtz-Rossi, MLA, Boston, MA
6/13/2008	Olney	Consult: MLA health literacy project	Sabrina Kurtz-Rossi, MLA, Boston, MA

7/1/2008	Olney	Consult: RML site visit	Angela Ruffin, NNO, Bethesda, MD
7/7/2008	Olney	Consult: RML site visit	Ruth Holst, GMR, Chicago, IL
7/7/2008	Olney	Consult: Evaluation Consultation	Heidi Sandstrom, PSR, Los Angeles, CA
7/7/2008	Barnes	Consult: TC4C Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
7/8/2008	Olney	Consult: Evaluation consultation	Heidi Sandstrom, PSR, Los Angeles, CA
7/8/2008	Barnes, Olney	Consult: RML site visit	Angela Ruffin, NNO, Bethesda, MD
7/9/2008	Olney	Consult: RML site visit	Javier Crespo, NER, Boston, MA
7/9/2008	Olney	Consult: Evaluation consultation	Ruth Holst, GMR, Chicago, IL
7/9/2008	Olney	Consult: Evaluation consultation	Jacqueline Leskovec, GMR, Chicago, IL
7/22/2008	Barnes, Olney	Consult: eval liaison teleconference	Evaluation Liaisons, NNO, Bethesda, MD
7/25/2008	Barnes, Olney	Consult: MLA health literacy project	Sabrina Kurtz-Rossi, MLA, Boston, MA
7/28/2008	Olney	Consult: MLA health literacy project	Sabrina Kurtz-Rossi, MLA, Boston, MA
7/28/2008	Olney	Consult: Library value study	Kathel Dunn, MAR, New York, NY
7/28/2008	Olney	Consult: Distance educ evaluation	Sheila Snow-Croft, SEA, Baltimore, MD
7/29/2008	Olney	Consult: NN/LM Emer Prep Presentation	Angela Ruffin, NNO, Bethesda, MD
7/30/2008	Barnes, Olney	Consult: MLA health literacy project	Sabrina Kurtz-Rossi, MLA, Boston, MA
7/31/2008	Barnes	Consult: Distance education evaluation	Sheila Snow-Croft, SEA, Baltimore, MD

Web site

The Measuring Your Impact section of the NN/LM StaffWiki was updated based on decisions made by class instructors in a discussion during the Medical Library Association meeting in Chicago. An additional outcome of this discussion was a new Library Value section of the OERC Blog

Postings to the OERC Blog featured readings and items about evaluation, library value, the Medical Library Association annual meeting, and the Special Libraries Association annual meeting

Dissemination of effective practices

Susan Barnes continued to coordinate the Outreach Connections Publicity/Evaluation Subcommittee in its creation of a publicity plan. The subcommittee implemented the initial stages of this publicity by announcing the Outreach Connections Native Health Information wiki to participants in the 2006 Native Health Information Outreach conference in Albuquerque via a message to the NativeHI email discussion list and individual messages sent directly to list participants.

Subcontractor update

Not applicable. The OERC has no subcontracts at present.

Other staff activities—this section is organized according to OERC’s goals for the 2006-2011 contract

I. Develop awareness, skill, and capacity in use of evaluation methods.

Training:

- Susan Barnes and Maryanne Blake taught the “Measuring Your Impact: Using Evaluation for Library Advocacy” class in Chicago at the Medical Library Association annual meeting
- Susan Barnes taught the Community Assessment class in the Pacific Northwest Region at the Substance Abuse Librarians and Information Specialists meeting, and Cindy Olney repeated the web-based session “Clever Evaluation” for the Middle Atlantic region.
- Cindy Olney conducted course development for the “Your Library’s Value” class that she will teach at the North Atlantic Health Sciences Libraries annual meeting in October
- Susan Barnes attended MLA Institute on Web-Based Instruction in Chicago and made initial preparations for bringing the Data Collection class to a web format

II. Develop mechanisms to disseminate and use evaluation findings to help NLM and the NN/LM document and demonstrate their accomplishments

Publications:

The ***Planning and Evaluating Health Information Outreach*** series of three booklets was reprinted.

III. Strengthen and build an evaluation culture throughout NN/LM.

Evaluation Liaisons:

At the Medical Library Association meeting in Chicago, Susan Barnes and additional instructors of the Measuring Your Impact class held a discussion about future directions for the class and about sharing information and class materials—this discussion led to

changes for the OERC section of the NN/LM StaffWiki and the OERC Blog. The first Evaluation Liaison teleconference this quarter featured updates: on the baseline assessment and on the unavailability of OERC funds to support travel for evaluation instruction. In the second Evaluation Liaison teleconference for the quarter, Renee Bougard provided an overview of how “Irregular OARF Scenarios” should be handled and then the group discussed how they wish to use these teleconferences for the rest of contract year three. Participants voiced a desire for more learning circles, and sessions to focus on regional and national evaluation projects.

Evaluation:

- Cindy Olney worked with the NNO to develop and begin administration of a questionnaire designed to collect input from network members. The questionnaire was administered via the regional email lists of the NN/LM New England region and the NN/LM Greater Midwest region. It will be administered to additional regions on a timeline to support the ongoing regional site visits that will take place during the remainder of this calendar year
- Cindy Olney and Susan Barnes provided consulting on data analysis and management for the MLA Health Information Literacy project
- Susan Barnes provided consulting for the NN/LM Pacific Northwest region’s strategic planning process and participated in grant proposal reviewing and rewriting for the Tribal Connections Four Corners Effective Practices committee
- Susan Barnes held discussions with a small group of hospital librarians in the NN/LM Pacific Northwest Region about they might test and use Library Value Calculator that the NN/LM MidContinental Region has developed
- Susan Barnes and Cindy Olney provided consultation to Sheila Snow-Croft and Terri Ottosen in the SE/A region on assessment of their distance learning sessions and on an abstract related to this project that they plan to submit to MLA for the 2009 conference. Cindy Olney administered the Measuring Your Impact follow-up questionnaire to participants from three sessions.

VI. Provide consultation and direction in implementing evaluation systems, structures, and resources to help the NN/LM’s efficacy and efficiency.

Consultations are listed in Table 1, above.

V. Enhance and refine use of community-based approaches to evaluation.

Cross-regional collaboration

Cindy Olney analyzed the results of the NN/LM baseline preparedness assessment and presented them at the RML Directors’ meeting in Chicago. Subsequently, she completed the final written report and began a series of regional summaries that will be produced to support the regions’ site visits.